



Can You Tell The Difference?

OPEN MRI'S VS. CLOSED MRI'S

Most experts agree the technology behind open MRI's and closed MRI's is essentially the same when it comes to the quality of the image.

Most experts also agree that the professional reading the image is as important as the image itself.

That's why at Advanced Radiology, only *Board Certified and University Trained* professionals read our patients' MRI's.

And that clearly makes a difference.

Want to know more about the safety, convenience and quality of our open MRI's? Call us today.

Advanced Radiology

• *A Leader In Imaging Innovation* •

5500 Market St. (old Rt. 82) • Howland, OH 44484
216-856-XRAY(9729) -or- 1-800-998-4MRI(674)

All Radiologists are Board Certified And University Trained



Specialty-Specific CPT Coding SEMINAR

sponsored by
THE OSMA AND THE AMA

For Physicians'
Medical Office Staff
at Sheraton Suites Hotel
Cuyahoga Falls, Ohio

DAY ONE
FEB. 15, 1996

OB/GYN

8:30 a.m. to Noon

Orthopaedic

1:30 p.m. to 5:00 p.m.

DAY TWO
FEB. 16, 1996

Family Practice/
Internal Medicine
Pediatrics

8:30 a.m. to Noon

General Surgery

1:30 p.m. to 5:00 p.m.

ENROLLMENT FEE:

\$85.00 PER MEMBER OR
MEMBER'S STAFF

\$65.00 EACH ADDITIONAL
ENROLLEE

\$135.00 PER NON-MEMBER
ENROLLEE

\$115.00 EACH ADDITIONAL
NON-MEMBER
ENROLLEE

For more information, call the
OSMA Department of Membership
Services at 1-800-766-6762.

BULLETIN

Table of Contents

Editor's Page	4
President's Page	6
Physician's Advisory	8, 30
NEOUCOM	10
MCMS News	12
OSMA News	14
On The Cover	18
Alliance News	20
A Look Back	26

DAVID E. PICHETTE, MD

Editor

Managing Editor ELEANOR PERSHING Editorial Board DENISE L. BOBOVNYIK, MD
THOMAS S. BONIFACE, MD CHRIS A. KNIGHT, MD L. KEVIN NASH, MD
DAVID E. PICHETTE, MD

The Bulletin is published six times a year by the
Mahoning County Medical Society, 5104 Market Street,
Youngstown, Ohio 44512. Phone (216) 788-4700. Fax (216) 788-0704

The opinions and conclusions expressed herein do not necessarily
represent the views of the editorial staff nor the official
views of the Mahoning County Medical Society. Advertisements
do not imply sponsorship or endorsement by the Mahoning
County Medical Society of products or services advertised.

The Bulletin reserves the right to edit all contributions
for clarity and length, as well as to reject any material
submitted, including advertisements.

Subscription rate of \$20.00 per year is included in MCMS dues. Correspondence
and changes of address should be mailed to the above address.

COUNCIL

Officers

DANIEL W. HANDEL, MD President
CHANDER M. KOHLI, MD President-Elect
DOUGLAS M. GOLDSMITH, DO Secretary NORTON I. GERMAN, MD Treasurer
CHESTER A. AMEDIA, MD. Immediate Past President

AMA Alternate Delegate

J. JAMES ANDERSON, MD

OSMA Delegates

J. JAMES ANDERSON, MD DENISE L. BOBOVNYIK, MD
DANIEL W. HANDEL, MD L. KEVIN NASH, MD
LLOYD E. SLUSHER, MD HAI-SHIUH WANG, MD

OSMA Alternate Delegates

JANE F. BUTTERWORTH, MD ANAND G. GARG, MD
CHRIS A. KNIGHT, MD CHANDER M. KOHLI, MD
RICHARD J. MARINA, MD THOMAS J. TRAIKOFF, DO

Members-at-Large

THOMAS E. ALBANI, MD JENIFER R. LLOYD, DO
ANTHONY L. MEHLE, MD NICHOLAS G. PROIA, MD
MARC S. SAUNDERS, DO MELINDA K. SMITH, MD
WILLIAM P. SUTHERLAND, DO ERIC W. SVENSON, MD
LYN E. YAKUBOV, MD ELISABETH H. YOUNG, MD

Editor of Bulletin

DAVID E. PICHETTE, MD

FOUNDATION TRUSTEES

RASHID A. ABDU, MD DAVID J. DUNCH, MD
NORTON I. GERMAN, MD STEVEN M. KALAVSKY, MD
PRABHUDAS LAKHANI, MD C. CONNER WHITE, MD

Executive Director

ELEANOR PERSHING

Health Care Reform: Third Party Payor Control

IN THE UNITED STATES, THE INSURANCE COMPANIES AND MEDICARE-MEDICAID HAVE, IN EFFECT, FORMED A REVERSE MONOPOLY. IF A monopoly, in the usual sense, is an economic scenario in which one concern controls all the product within an industry, then a

reverse monopoly would be a situation in which one concern controls all the customers in an industry. We are all aware of the fact that control of medicine by third party payors has escalated to the point that they are now able to dictate to patients, physicians and hospitals exactly where, how much and what kind of medical care will be distributed, and by whom. These payors have manipulated themselves into these positions of awesome power by gaining control of the peoples' funds used to pay medical bills, namely their premiums and taxes. These groups create incredible schemes to reduce their payouts and increase profits to unimaginable levels, all under the professed guise of "reducing health care costs" and "improving the quality of health care."

We now face a coalition of the insurance industry and government in the form of "managed care" being utilized to administer Medicare and Medicaid. We are now seeing such other abominations as "Capitation" and "Provider Financial Incentive Programs." These are all euphemisms for a system that controls Third

Party Payor expenditures, puts patients into the position of a liability on a balance sheet and bribes physicians into carrying out the process.

Through the efforts of these purveyors of supposed economical and quality health care, there has been a huge contraction of available services. Hospitals have closed, or closed beds; physicians have retired early or simply ceased to practice, due to disabilities they would formerly have carried on with; and specialists have been, and will continue to be, done away with. Savings to these Third Party Payors must be astronomical!

To give you an example, let's say that a urologist performs an average of 10 cystoscopies a week in his office (a procedure that was previously done on an outpatient basis at a hospital). Each time the procedure is performed in the office, it saves the payor around \$4,000 — which, for that one practitioner, amounts to \$1.9 million per year. Have premiums gone down as a result of these savings? Unfortunately not — in our office they have increased 20% in the last two years, while inflation for that period has been at 6%. The compensation package for the CEC of an HMO in the Phoenix area in 1994 was \$13.7 million, according to a recent article in *Medical Economics*. In addition, there are a growing number of medical atrocities that have occurred as a result of this "managed care" — examples of which we are all aware.

This is all going to continue. Employers will continue to arrange medical coverage for large numbers of people for the least amount they can, while still providing what they perceive to be (or have been told is) quality care. Insurance carriers will continue to contract services and increase premiums and profit immensely. Under the guise of such programs as "Centers of Excellence" there may eventually be only a few sites within each state where certain procedures are performed. Patients/consumers will continue to pay premiums, thinking their needs will be met if the time comes. But, of course, eventually not everyone's needs will be met because of the contraction of facilities, continued on pg. 22

David E. Pichette, M.D.



David E. Pichette M.D.

AMA Greatest Hits of 1995

Twenty More Reasons Why There's Value In Belonging To The AMA*

- 1.** Gained House approval of Medicare reforms favorable to patients and physicians, including fee-for-service Medicare, medical savings accounts and physician-sponsored networks.
- 2.** Moderated the depth of physician reimbursement cuts in the House leadership's Medicare bill, successfully arguing this is an access-to-care issue.
- 3.** Achieved historic victory in House vote for professional liability reform, including a \$250,000 cap on non-economic damages.
- 4.** Issued the AMA's First National Report Card on Violence and released nationally applauded physician guidelines on treatment of sexual assault.
- 5.** Launched the AMA Alliance's "Stop America's Violence Everywhere" (SAVE) program, with 700 anti-violence community projects in 40 states.
- 6.** Advocated clinical research as a means to improve quality of care, assure medical progress and promote public health, with Council on Science Affairs Clinical Research Summit planned for 1996.
- 7.** Designed a pilot program to improve the quality of physician-provided outpatient clinical preventive services.
- 8.** Set the national standard for adolescent health care with the AMA's Guidelines to Adolescent Prevention Services (GAPS).
- 9.** Surveyed the health needs of minority Americans and measured the extent of disparities in minority health care.
- 10.** Worked to relocate and continue the training of medical residents hit hard by hospital cutbacks in residency programs.
- 11.** Distributed the AMA's Code of Medical Ethics and Current Opinions to every first-year medical student in America.
- 12.** Launched the first AMA home page on the Internet's World Wide Web, featuring *JAMA* and news from *American Medical News*, with new Web pages coming in 1996.
- 13.** Took center stage as America's top patient advocate against tobacco; urged FDA to regulate tobacco; mailed pamphlets and posters on the dangers of passive tobacco smoke to 195,000 physicians; enlisted 20,000 schools in a campaign to persuade the FDA to regulate nicotine products.
- 14.** Published on CD-ROM the *AMA Family Medical Guide*.
- 15.** Responded to 150,000 calls from AMA physician members seeking help.
- 16.** Compelled the DEA, through the courts, to revisit its overzealous decision to triple the fee physicians must pay to obtain a controlled substances drug number.
- 17.** Developed "AMA University" with Northwestern University's prestigious Kellogg School of Management to offer in 1996 a three-day mini-MBA for physicians organizing their own physician health care organizations.
- 18.** Expanded Physicians Capital Source, bringing together entrepreneurial physicians with suppliers of capital to create physician-directed health care organizations within the world of managed care.
- 19.** Generated national publicity over release of AMA physician guidelines for the detection of alcoholism among older patients, and will be awarding \$20 million in Robert Wood Johnson grants to 20 states and eight universities to curb drinking by young people.
- 20.** Released, as part of a national education campaign, the AMA's advance directive handbook for the public and guidelines for physicians.

* Not listed in order of importance.

A Productive Year for the Society

IN RETROSPECT, SERVING THIS PAST YEAR AS PRESIDENT OF THE MAHONING COUNTY MEDICAL SOCIETY HAS BEEN A WONDERFUL experience. I wish to thank all of you who have given me support in my efforts to move the Society along with regard to

legislation issues, community relations, and in increasing our membership roles.

A special thanks to members of Council who have given of their time and lent their expertise to ensure that the Society continues to be a viable and meaningful organization. As you may recall, two new committees were formed this year dealing with community relations and new membership. The community relations committee was instrumental in helping to bring about the highly successful Town Hall Forum on Managed Care held at Youngstown State University on November 16th. This event was attended by an overflow crowd and came about through the collaborative efforts of our Society, YSU, and the Lake to River Coalition. The Society has also committed itself to the success of the Valley Health 2000 project. This project, which is sponsored by the Mahoning County and Youngstown Health Departments, will study and review the demographics of our community and analyze risk factors which contribute adversely to the health and welfare of

our citizens. The group charged with collating and analyzing the data is comprised of 25 citizens selected by members of the Leadership Youngstown. The community health committee of Valley Health 2000 will have help from a steering committee composed of leaders from Public Health, the local hospitals, the Lake to River Coalition, and our Medical Society.

The Medical Society continued its commitment to the community by supporting and participating in Health-o-Rama "Health Matters Live Line", and the healthcare-related activities of the Canfield Fair. The Society continues to deal with the issue of the medically underserved within our community. Dr. Chander Kohli, our President-Elect, chairs a subcommittee that deals with this area of concern.

The Council is to be commended for its efforts in contacting non-member physicians in our community and encouraging their membership. While the results have not been overwhelming, I believe the seeds have been sown that will bring about a significant increase in our membership. This year 19 physicians joined our Society but, unfortunately, this was offset by a number of retirements, relocations, and untimely deaths. The membership committee is charged with continuing the process of seeking and recruiting new members, but can only succeed if our Society demonstrates to these physicians that there is value in becoming a member.

Legislation activities will continue to be a priority of this organization. Tort reform heads the list of the legislative agenda for the Ohio House of Representatives in January. I strongly encourage our membership to contact our state representative to ask their support for meaningful tort reform. The Nurse Practitioner Act, and Managed Care Fairness issues, including Any Willing Provider, remain important concerns for organized medicine in Ohio, and we can expect some legislative activities with these issues later in 1996.

I would ask our members to become truly active within our Society. Those of you who desire to participate in Societal activities, please
continued on pg. 20

"For organized medicine to survive, it will be necessary for us to support the Federation."

Daniel W. Handel, M.D.
President



Daniel W. Handel, M.D.

OUTPATIENT THERAPY

Physical Therapy, Occupational
Therapy, Speech Therapy,
Massotherapy and Aquatic Therapy

SPORTS INJURY • STROKE • INDUSTRIAL REHAB
WORK SIMULATION • PAIN MANAGEMENT



Medicare, Worker's Comp.
& Private Insurance Approved

*We do the paperwork
and billing for you!*

"Take a Step in the Right Direction, Contact the Caring Professionals"
UNDER SAME OWNERSHIP

**Austin Woods
Rehabilitation**

Health Care Center

4780 Kirk Road
Austintown, Ohio 44515

(216) 792-0660

**Carrington South
Rehabilitation**

Health Care Center

850 E. Midlothian Ave.
Youngstown, Ohio 44502

(216) 788-4022

Retirement Plans

Easy Money: Contribute Now to Your Pension or Profit Sharing Plan

WHETHER TO A CORPORATE, KEOGH 401(k) OR ANNUITY PROGRAM, THE MATHEMATICS OF CONTRIBUTING TO A RETIREMENT plan right away are dramatically in your favor.

Almost all our readers continue to maintain IRS-qualified

retirement plans despite the gradual erosion of their favorable tax treatment. We totally agree with this strategy unless the mathematics of your staff-to-doctor mix is so unusual that contributing actually works against you, which is uncommon. Even the harsh penalty taxes against early withdrawal and excess distributions don't change that advice.

Sure Investment Tip

If you're going into this new year with retirement plan contributions in your budget, then here's one of the surest investment tips you can find: Go ahead and make the *entire* projected 1996 contribution — for you and your staff — right away. Since tax-free compounding of a plan's earnings is the major advantage of pension and profit sharing plans, don't undercut it by delaying until late in the year, or even (as tax law allows) until after the year ends.

Perhaps your practice lacks the cash to afford what may be a very substantial contribution right away. If so, consider borrowing the needed amount from your bank — or from your partners personally. Then pay back the loan in monthly installments as you might otherwise contribute to the plan. Your practice can deduct the interest payments for tax purposes, while the income earned in your plan immediately begins accumulating *tax-free* (until ultimate withdrawal).

Dramatic Compounding Advantage

There's a dramatic compounding advantage to taking this approach. Investing just \$10,000 per year on the first day of each year at a mere 8% return produces \$58,500 more in 25 years than if you invested it on the last day each year.

If your practice contributes the usual maximum \$30,000 annual amount for you, the difference at a 10% return becomes \$493,500 in 30 years!

By the way, if you took advantage of front-end contribution last year, your fund would have enjoyed the tremendous 1995 market run-up. The \$30,000 in your account might already be nearly \$42,000! If you waited until now to contribute, you have only \$30,000 to start working for you.

Everybody Gains

Don't disregard this compounding advantage because you're closer to retirement, perhaps in your early 50s. You don't have to start drawing down on your plan until age 70½, and even then the fund may continue in existence for many years. Heavier front-end funding leads to six-digit advantages on the receiving end.

Even if older physicians think they won't benefit much by the extra compounding, younger physician-partners and office staff will come out way ahead. There's nothing lost and everything to gain by contributing right away.

Be sure to contribute for your employees at the same time as you contribute for your own account. The IRS can disqualify your plan as discriminatory (operated for the benefit of the higher paid owners to the detriment of the lower paid participants) if you fund your account now and wait until year-end for them.

If unsure how much each person's final contribution will be, review with your accountant and contribute the expected total to a "suspense account" within the plan. It earns income right away. Then, with the income earned, it is allocated at year-end when the final numbers become known.

Too many accountants ignore the financial advantage and counsel plan funding late in or after the fiscal year. It's easier for them to calculate contributions just once at year-end, but it's bad advice.

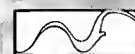
Editorial Note: We acknowledge the cooperation of Leif Beck, who has granted reprint rights for topics which have appeared in his regular monthly publication, The Physician's Advisory. His organization, The Health Care Group, with offices in Plymouth Meeting, PA, is a group of leading national consultants and attorneys specializing in medical practice organization and management.

Performance

Each patient is unique.

Each one has special objectives and life-style requirements. To help achieve these goals, Midwest Prosthetic-Orthotic Center combines experience and state of the art materials to custom craft each individual appliance.

When you want performance...



Midwest Prosthetic-Orthotic Center

6600 South Ave. Suite 8 1834 S. Lincoln Ave.
Boardman, OH 44512 Salem, OH 44460
216/726-6124 216/332-0050

CONFUSED WITH MEDICARE RBRVS?
CALL PROFESSIONAL MANAGEMENT ASSOCIATES, INC.

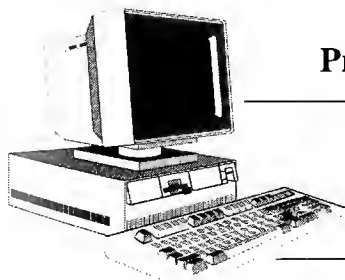
MEDICAL BILLING SERVICE

- Computerized Billing & Account Reporting
- Processing of Patient Bills & Inquiries
- Electric Claims Submissions
- Office Practice Management
- Medical Collection Dept.

— Over 20 Years Experience In Medical Billing —

BILLING • FREE CONSULTATION TO INDIVIDUAL & GROUP PRACTICES

Professional Management Associates, Inc.



726-1031

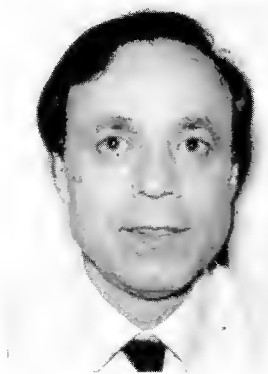
THE FINANCIAL CENTER

1280 Boardman-Canfield Rd., Youngstown, OH 44512

Tod Pediatrician Cares for Children in Syria

CARING FOR CHILDREN IS A NORMAL PART OF EVERY PEDIATRICIAN'S DAY, AND MICHAEL SAALOUKE, M.D., IS NO DIFFERENT. What may make him an exception, however, is his annual summer trip to Syria, to care for underprivileged children.

Saalouke, director of the Department of Pediatrics and Adolescent Cardiology at Western Reserve Care System, Youngstown, and NEOUCOM associate professor of pediatrics, has been "vacationing" in Syria for two weeks every year for the past five years, as part of a program through Tod Children's Hospital and Rainbow Babies and Childrens Hospital, Cleveland, where Saalouke serves as an assistant professor of pediatric cardiology.



Michael Saalouke, M.D.

According to Saalouke, his trips to Syria are patterned after a program implemented by Rainbow Babies and Childrens Hospital. "Rainbow's program aids underprivileged children in Armenia. Children needing sophisticated surgery may be brought back here to have the procedures done. So I apply that when I go on my vacation, only I go to Damascus, Syria, and see needy children there."

While in Syria, Saalouke sees approximately 20 to 30 children per day at Damascus University Childrens Hospital, and performs heart catheterizations and such procedures as balloon valvuloplasty, he says.

Saalouke explains that the hospital is contacted prior to his departure from Youngstown. "I contact them to give them the dates I will be there. They, in turn, collect the children and give them an appointment to coincide with the dates I will be there. From these patients, I determine which procedures can be done over there and which children need more sophisticated surgery. I then return with the data on that patient and present the information at the cath conference at Rainbow, and get the OK to bring patients over here," Saalouke explains.

Once permission is granted, Saalouke sends

letters to the American Embassy in Damascus, asking to allow these children and their parents to come to the United States.

So how do needy families bear the financial burden of coming to the United States? Simply put, they don't. "The children who come over here are needy children; maybe they're orphans, or the families are very poor. Everything is free — the children and their families don't pay a thing. We even sometimes donate airfare, and once they arrive, they aren't charged for anything," Saalouke says. Saalouke, as well as the surgeons in Cleveland, volunteer their time. "We don't make any money from this, and all of the procedures I perform in Syria are free also."

Saalouke, however, is a modest man and refuses to credit himself alone. "This is a Tod Children's Hospital project, not a Mike Saalouke project. It may be something I do on my own vacation time, but while I am in Syria, I am representing Tod Children's Hospital as their chief of cardiology, and I'm representing NEOUCOM and Rainbow as one of their faculty members. I like to make it an international-reach type of project on behalf of all of these institutions.

"I think Tod Children's Hospital can take a lot of the credit. The administration was very supportive of me when I decided to participate in the project," Saalouke says.

In addition to performing the usual procedures, Saalouke also presented a paper called "Transcatheter Closure of Congenital Defects" at the First Annual Conference of the Syrian Cardiovascular Association, while in Syria this past summer.

Saalouke says he truly enjoys his yearly trips. "You really don't know how lucky we are in this country until you go there and see the miseries some of these children go through. It's extremely rewarding to be able to help these children. It's something that I feel very good about doing."

Saalouke is a Diplomate, American Board of Pediatrics and the Subspecialty Board of Pediatric Cardiology.

Professional Decisions.

It is an important decision as to who will administer your insurance needs. Let Stillson and Donahay make that decision easier for you to make.

We are professionals, locally owned and operated with over 60 years in the Mahoning Valley; endorsed by the Mahoning County Medical Society for over 40 years.

Call us... It could be the most important professional decision you make.

Life, Disability and other Health Insurance

**Stillson
& Donahay**
AGENCY, INC.

John Fouse • Lloyd Peck



**Bank One Building • 30 North Main Street
Poland, OH 44514 • Phone: (216) 757-3726**

MCMS Meeting Held

THE MAHONING COUNTY MEDICAL SOCIETY WELCOMED DR. JOHN F. KRONER, JR. AS THE GUEST SPEAKER FOR THE SOCIETY'S November 21, 1995 meeting. He gave an update on current legislation and stressed the importance of continuing communi-

cation with legislators. He also encouraged members to remain active in the federation of medicine.

Dr. Kroner, a board-certified obstetrician/gynecologist in private practice in Athens, Ohio, is president-elect of the Ohio State Medical Association. A Youngstown native, Dr. Kroner served his internship and residency at St. Elizabeth Health Center. Former colleagues were pleased at the opportunity to renew their acquaintance with him after the meeting.



Dr. John F. Kroner, Jr.

The Society welcomed new members Drs. Kathleen Padgitt, Susan Woods and Brian Cestone. Guests included Atty. Brent Mulgrew, executive director of the OSMA; Atty. Christine Bostick, representing the OSMA; Dr. Susan Osova, associate of Dr. Lloyd Slusher; and Tom Flynn, director of the Lake to River Health Care Coalition.

Prior to the dinner meeting, John Basista and Denise Keenan presented a Ciba Pharmaceuti-

cals product display.

Dr. Chester Amedia, chairperson of the nominations committee, reviewed the nominating ballot for 1996. It was stated that the membership would receive, by mail, a copy of the proposed slate of candidates, which was scheduled to be presented at the December meeting.

President Handel announced that the 1995 Distinguished Physician Award would be presented posthumously to Dr. A. Reed Hoffmaster.

SLATE OF CANDIDATES FOR 1996

President-Elect Chris Knight

Secretary/Treasurer . . Norton German
(one to elect) Douglas Goldsmith

Delegate Denise Bobovnyik
(two to elect) Chander Kohli

Alternate Delegate . . . Chester Amedia
(three to elect) Richard Marina
Lyn Yakubov

Council
Member-at-Large . . . Ronald Rhodes
(two to elect) Janardan Tallam

Foundation Trustee . . Rashid Abdu
(two to elect) Conner White

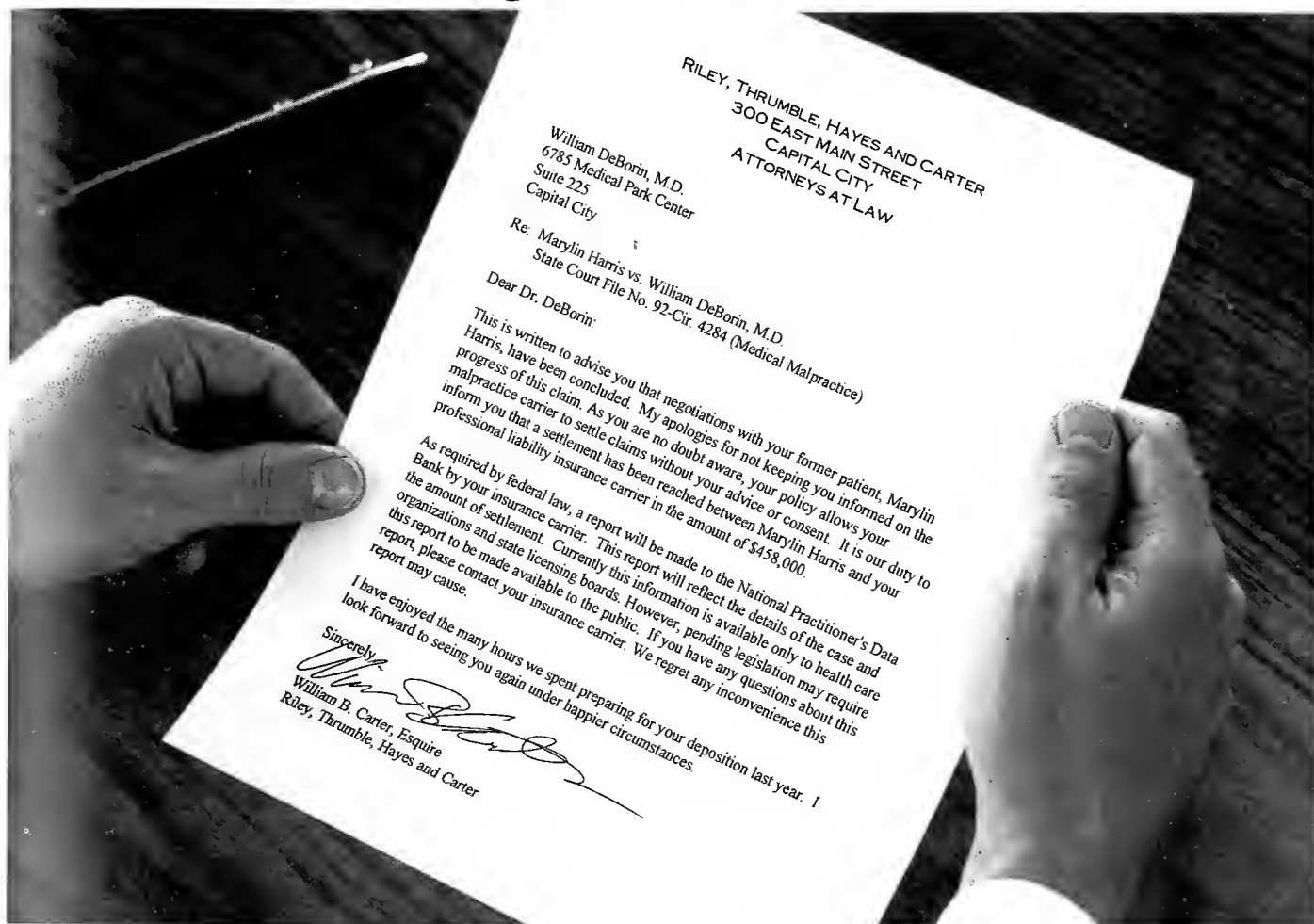


▲ (L to R) Drs. Dan Handel, Chris Knight and Atty. Brent Mulgrew.



▲ (L to R) Dr. H.K. Hanna, Atty. Chris Bostick, Dolly Handel and Helen Cheulen.

Medical Protective Policyowners **NEVER** get letters like this!



Any allegation of malpractice against a doctor is serious business. If you are insured by The Medical Protective Company, be confident that in any malpractice claim you are an active partner in analyzing and preparing your case. We seek your advice and counsel in the beginning, in the middle, and at the end of your case. In fact, unless restricted by state law, every individual Medical Protective professional liability policy guarantees the doctor's right to consent to any settlement--**no strings attached!** In an era of frivolous suits, changing government attitudes about the confidentiality of the National Practitioner's Data Bank and increased scrutiny by credentialing committees, shouldn't you have The Medical Protective Company as your professional liability insurer? Call your local General Agent for more information about how you can have more control in defense of your professional reputation. Also available through select Independent Agents.

**THE
MEDICAL PROTECTIVE COMPANY**
FORT WAYNE, INDIANA

Professional Protection Exclusively since 1899

800/344-1899

**A+ (Superior) A. M. Best
AA (Excellent) Standard & Poor's**

**Gluck
Insurance
agency**

(216) 788-6577 • (800) 362-6577

OSMA Invites You to Town Meetings

THE OFFICERS AND COUNCILORS OF THE OHIO STATE MEDICAL ASSOCIATION CORDIALLY INVITE YOU TO ATTEND A TOWN meeting with Jack L. Summers, M.D., Ph.D., president and John F. Kroner, Jr., M.D., president-elect.

This is your opportunity to openly discuss the future of your professional association and provide direction to its leaders.

As the leadership of the OSMA attempts to find ways to make your association more meaningful to you and your practice — especially in Ohio's rapidly changing health-care environment — it has become more important than ever for you to voice your thoughts, opinions and concerns about the OSMA.

The program will be preceded by hors d'oeuvres and beverages.

Confirm your reservation by calling the OSMA Department of Membership Services at 1-800-766-6762.

THURSDAY, FEBRUARY 15, 1996
7:00 p.m. to 9:30 p.m.
CANTON, OHIO
Hilton Inn
320 Market Avenue South

THURSDAY, FEBRUARY 22, 1996
7:00 p.m. to 9:30 p.m.
CLEVELAND, OHIO
Holiday Inn Independence
6001 Rockside Road



Southwoods X-Ray & Imaging

Medical Health Complex of the
Southwoods Executive Centre

7655 Market Street, Youngstown, Ohio 44512

DIAGNOSTIC X-RAY - CAT SCAN - ULTRASOUND
MAMMOGRAPHY - ACCREDITED BY ACR & MEDICARE

Phone: 726-2595

Billing Phone Number: 758-1149

Hours: Mon-Fri: 8:30-5:00 & Sat: 8:30-12:30

All Board Certified Radiologists

J.J. Lee, M.D. • W.L. Crawford, M.D. • M. Soleimanpour, M.D. • W.P. Burick, M.D.
A. Azarvan, M.D. • D.L. Laufman, M.D. • L. Soges, M.D. • R. Krishnan, M.D.
J. Jacques, M.D. • S. Aubel, M.D. • R.G. Barr, M.D., Ph.D. • W.R. Torok, M.D.

Examine Mahoning National Bank For Your Complete Financial Needs



For professional service,
call Mr. Parker McHenry,
Executive Vice President
742-7010

MNB *Meeting the Needs of Our Community*
MAHONING NATIONAL BANK
 EQUAL HOUSING
LENDER MEMBER F.D.I.C.

Professional Liability Protection for Ohio Physicians...

♦
♦ Call
♦ **SPATH & ZIMMERMANN**
♦ now for maximum limit
♦ protection at the lowest
♦ possible rates.
♦

Our Only Business
Since 1958.



SPATH & ZIMMERMANN
Agency, Inc.

Two Summit Park Drive
Suite 350
Independence, Ohio 44131

216-642-9191

Ohio's Largest Medical Professional Liability Agents

New Members



Maged Awadalla, MD

Internal Medicine

Office: 7341 Eisenhower Drive

Phone: 726-1138

MED. ED: Cairo University, Cairo, Egypt

INT: Cairo University Affiliated, Cairo, Egypt

REDCY: Military Hospital, Cairo, Egypt

REDCY: Hospital of Ministry of Health, Cairo, Egypt

REDCY: Western Reserve Care System, Youngstown, OH

SPONSORS: Andrew A. Detesco, MD

Thomas N. Detesco, MD

Patricia A. Miller, MD



Mark Belfer, DO

Family Practice

Office: 1053 Belmont Avenue

Phone: 744-0301

MED. ED: College of Osteopathic Medicine, Des Moines, IA

INT: Grand Rapids Osteopathic Hospital, Grand Rapids, MI

REDCY: Martin Army Community Hospital, Ft. Benning, GA

SPONSORS: Robert D. Gillette, MD

Ronald S. Scott, MD

Anne M. Stover, MD



Nathaniel S. Doe, MD

Nephrology

Office: 1340 Belmont Avenue, #100

Phone: 746-1488

MED. ED: A.M. Dogliotti College of Medicine, Monrovia, Liberia

INT: Howard University Hospital, Washington, DC

REDCY: Western Reserve Care System, Youngstown, OH

FELLOW: Ohio State University Hospital, Columbus, OH

SPONSORS: Chester A. Amedia Jr., MD
Ramesh Soundararajan, MD
L.G. Vassilaros, MD



Edmund O. Fiksinski, MD

Cardiovascular Diseases

Office: 7655 Market Street #2750

Phone: 758-7703

MED. ED: Pomeranian Medical School, Szczecin, Poland

REDCY: University Hospital Medical School, Szczecin, Poland

INT: VA Medical School, Boston, MA

REDCY: VA Medical School, Boston, MA

FELLOW: New England Deaconess Hospital & Lahey Clinic Medical Center, Boston, MA

SPONSORS: Steven L. Ballas, MD

Stephen L. Barolsky, MD

Arthur V. Whittaker, MD



Stephen A. Mendelson, MD

Pediatric Orthopedic Surgery

Office: 500 Gypsy Lane

Phone: 740-3280

MED. ED: University of Chicago, Chicago, IL

INT: Rush Presbyterian-St. Lukes Medical Center, Chicago, IL

REDCY: Rush Presbyterian-St. Lukes Medical Center, Chicago, IL

FELLOW: University of Washington School of Medicine, Seattle, WA

SPONSORS: Madeleine A. Drtiz, MD

John S. Venglarcik, MD

Kurt J. Wegner, MD



Kathleen S. Padgitt, MD

Nephrology

Office: 1340 Belmont Avenue, #100

Phone: 746-1488

MED. ED: Northeastern Ohio Universities College of Medicine, Rootstown, OH

INT: Western Reserve Care System, Youngstown, OH

REDCY: Western Reserve Care System, Youngstown, OH

FELLOW: Allegheny General Hospital, Pittsburgh, PA

SPONSORS: Chester A. Amedia, MD
Ramesh Soundararajan, MD
L.G. Vassilaros, MD

New Members



Erdal Sarac, MD

Nephrology

Office: 3622 Belmont Avenue #22

Phone: 759-0059

MED. ED: Istanbul University, Istanbul, Turkey

INT: Mercy Hospital, Chicago, IL

REDCY: Mercy Hospital, Chicago, IL

FELLOW: University Health Center of
Pittsburgh, Pittsburgh, PA

SPONSORS: Roberto Bacani, MD

Sergul A. Erzurum, MD

Edward Kessler, MD



Joseph M. Stefko, MD

Orthopaedic Surgery

Office: 6470 Tippecanoe Road

Phone: 758-0577

MED. ED: Wright State University School of
Medicine, Dayton, OH

INT: University Health Center of

Pittsburgh, Pittsburgh, PA

REDCY: University Health Center of

Pittsburgh, Pittsburgh, PA

SPONSORS: James J. Botsko, MD

Robert J. Cutticia, MD

Stephen A. Mendelson, MD



Susan G. Woods, MD

Dermatology

Office: 20 Ohltown Road

Phone: 799-3272

MED. ED: Tufts University School of Medicine,
Boston, MA

INT: Harbor UCLA Medical Center,

Torrance, CA

REDCY: University Hospital, Cleveland, OH

SPONSORS: Roberto A. Bacani, MD

Emil Dickstein, MD

Lawrence I. Schmetterer, MD

YOUNGSTOWN ASSOCIATES IN RADIOLOGY

HITCHCOCK X-RAY CRESTWOOD X-RAY

GENESIS BREAST CENTER

HITCHCOCK CAT SCAN

Diagnostic X-Ray Low-Dose Mammography

Ultrasound Nuclear Medicine

Cat Scan

HITCHCOCK X-RAY

7250 West Blvd.

Boardman, Oh 44512

(216) 758-0851

CRESTWOOD X-RAY

25 N. Canfield-Niles Rd.

Austintown, Oh 44515

(216) 793-5547

E. Angtuaco, M.D. T. Barrett, M.D. T. Cohen, M.D. A. Hafiz, M.D.

S. Kelminson, M.D. B.N. Krishna-Setty, M.D. A. Lipari, D.O.

J. Melnick, M.D. K. Prasad, M.D. V. Raval M.D. P. Siripong, M.D.

M. Stein, M.D. S. Weiss, M.D.

HARPERS WEEKLY “From The War”

Winslow Homer

THE COVER FEATURES THE WORK OF WINSLOW HOMER. THE DRAWINGS WERE RENDERED FOR ‘HARPERS WEEKLY’ DURING the Civil War. We don’t often associate Winslow Homer with this sort of work, but as captioned under the drawings, he was

their Special Artist. I think the Civil War still has a grip on our hearts, mostly for the intensity of emotions it illicit. Perhaps, too, there is some sort of romantic fascination about it, and with the fact that it was a war that was fought amongst ourselves on American soil.

This is my last article for the *Bulletin*. Although I don’t think you will call it much of an article, because this time I hope I have pushed a button of curiosity and you will visit a museum or library to learn more about the artist or the subject matter. The past five years have been enjoyable for me. I have especially enjoyed the friendship of Eleanor and Pat at the Medical Society office. Then there are the many interesting and pleasant people I have met in preparing these articles. I only regret that there are so many I didn’t get to feature who deserved equal attention.

Art is a language. Art is a passion. It becomes the life of all of us, the artist — the viewer — the collector. It provokes us, charms us, and in fact, is us. As a collector, there isn’t enough wall space for everything I wish I owned. But, oh my, the immense joy I feel being surrounded every day by what I do have! I find art critics to be an interesting breed of people. They can guide, but often I think they become a tad too prejudiced or analytical. With that in mind, I hope as you view art, whether in a museum, gallery, magazine, wherever . . . you won’t be afraid to let your emotions and thoughts guide you in what you see. Enjoy!

Jeannine M. Lambert



Jeannine M. Lambert

Since 1990, Jeannine Lambert has been providing the cover art work and the insightful, accompanying commentary for the *Bulletin*. We have all benefited and been enlightened by her generous efforts. Unfortunately, this issue will be her final collaboration with us. As Jeannine leaves to pursue other ventures, we thank her profusely and wish her all the best.

The Editorial Board

Freedom From Fear



*Will my malpractice carrier be there?
Will my rates be raised year after year?
Will my claim be aggressively defended?*

**Mutual Assurance policyholders
never have to fear.**

Call us today for more information or the name of an independent agent near you.

(800) 433-6264 • (614) 751-1000

630 Morrison Road, Suite 210 • Columbus, OH 43230



Medical Alliance Activities

UNDER THE LEADERSHIP OF SUSAN BERNY, THE MAHONING COUNTY MEDICAL SOCIETY ALLIANCE HAS HAD A YEAR OF teamwork in establishing grassroots projects to better serve the community. The Alliance participated in the first High Tea

for Breast Cancer Survivors at the Youngstown/Warren LPGA Golf Classic. The event was part of the Susan G. Komen Race for the Cure Foundation. Due to the area's high incidence of breast cancer, the foundation has awarded \$12,500 back to local groups for research and mammograms for the underserved.

The Celebrity Auction held on November 4th was a great success. Renee Bitonte and Norma Garritano were co-chairwomen of the event. The Alliance presented a check for

\$11,500 to the Sojourner House Battered Person's Crisis Program. The Alliance's gift represented the largest single donation ever given to the shelter. The next auction is being planned for 1997 and Renee Bitonte is requesting any celebrity items to be given to her. The Alliance would like to thank everyone who donated items and participated in the event for making it such a success.

The AMA-ERF project headed by Melinda Knight generated \$1,860.00. All money from the project goes directly to medical students for scholarships and educational projects.

The Alliance continues to support health-care reform issues at local and national levels, and looks forward to continuing to serve the local community in 1996.

President's Page *(cont. from pg. 6)*

let members of Council know. I would ask our members to help OMPAC with financial support. OMPAC is the chief means by which organized medicine can support those candidates who are supportive of our positions. Active membership can be achieved by becoming involved in the PLAN program, the legislative grassroots effort of the OSMA. PLAN has been very helpful in educating our legislators on the issues and to our points of view.

For organized medicine to survive, it will be necessary for us to support the Federation. Local Medical Societies need the resources of

the State and National organizations to sustain their advocacy activities for both patients and their members. So, when you write your check to pay your State and Local dues, be sure to include enough to cover the cost of the AMA membership. It truly will be a great investment.

I cannot sign off until I take this opportunity to personally thank Eleanor Pershing and Pat Wadjun for their efforts in making this a very productive year for the Society. Again, my thanks for the support from membership and staff. It has been a real honor to have served the Society this year and I plan to stay involved.

1996 Committees

Members are encouraged to join and actively participate in the following MCMS committees:

- Canfield Fair
- Community Relations
- Electronic Communications
- Health-o-Rama

- Legislation
- Membership
- Special Events
- Young Physicians

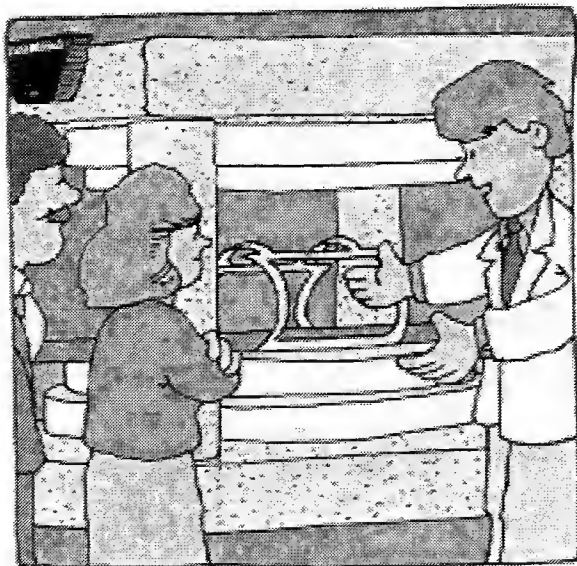
For information, or to join one of the committees, call the Society office at 788-4700.

Advantages of OPEN MRI's

Magnetic Resonance Imaging (MRI) is a relatively new medical technology that uses a strong magnetic field and radiowaves which allow physicians to explore the inner body without using x-rays.

Today, two types of MRI systems are used: Conventional high field closed systems and low field open systems.

The low field open MRI although equal or superior in quality, also provides many conveniences and advantages simply not available in the closed systems.



- *Quality of images equal or superior to closed systems.**
- *Lower field strength proven to be safer than exposure to high field strength systems used in closed MRI's.*
- *Completely open with no claustrophobic environment.*
- *Very quiet and relaxing atmosphere.*
- *Our exams are interpreted by full time, board certified radiologists.*

Want to know more about the advantages of Advanced Radiology's open MRI's? Give us a call or ask your doctor today.

*Based on tests of over 15,000 low field and high field MRI scans by Dr. William Orrison, M.D., Professor of Radiology and Neurology at the University of New Mexico

Advanced Radiology

• *A Leader In Imaging Innovation* •

5500 Market St. (old Rt. 82) • Howland, OH 44484
216-856-XRAY(9729) -or- 1-800-998-4MRI(674)

All Radiologists are Board Certified And University Trained

From the Desk of the Editor (cont. from pg. 4)

which will further increase payor profits and patient suffering.

Something must be done to dethrone these payors' supremacy and derail their plans for further magnified profits. I believe, as mentioned in previous issues, that the Government should provide coverage only for those who cannot otherwise afford it (including those age 65 and over). For the remainder, the vast majority are (and would be) covered through their employers. I believe that, rather than purchasing medical insurance for his employees, an employer should give the employees a tax-exempt voucher for an amount equal to what he would otherwise have spent on their medical insurance. This voucher could be expended only for health insurance or it would be forfeited.

This would allow the employee to once again become a shopper in the free market, which is the only wise determinant of price and quality. Insurance companies would have to compete and provide benefits that patients/consumers wanted, in order to gain contracts that would be paid for by the individuals' vouchers. First on their list, according to *ICR Research for Patient Access to Specialty Care Coalition*

(1995) is choice of doctor and choice of hospital.

In this way, the best group to be in control of the medical market would be back in that position. They would dictate conditions and contracts based on their needs and means. It would be assumed that, if they wanted extended coverage, they could add to the vouchers of their own accord. How do we get to this? Employees need to be convinced of it by us, and then they need to demand it through their unions or similar organizations.

My tenure here is ended, and I thank those of you who have had the patience to read these editorials. The obvious way to reach the American Public with our side of these issues is through television. Since no one is doing that for us, our next choice is to tell them in our offices. In this country, every three months we see in our combined offices a number of people equal to the population. In answer to any patients who have asked 'What would you do?', I intend to compile these articles into a single unit which will be available in our office. If anyone desires such an item, I would be happy to provide it.

ANNOUNCING NEW DIRECT NON-STOP SERVICE... **ANYTIME ANYWHERE**



**CESSNA 421
PRESSURIZED CABIN
7 PASSENGER**



**"PERSONALIZED AIR TRANSPORTATION"
AN FAA CERTIFIED AIR CARRIER (216) 726-2684**



This is what you're giving up with open MRI.

Accuracy is the most important element of MRI (magnetic resonance imaging) technology. You've probably heard a lot of talk about "open MRI" systems. What you probably haven't heard is that these systems can't provide the clarity of those with higher magnetic strength.

At MRI Cooperative, we believe in providing the most precise image the first time. That's

why we use only the most state-of-the-art MRI systems available. And, our board-certified radiologists have special training in MRI interpretation. If your doctor recommends an MRI, ask about MRI Cooperative. Because the one thing you don't want to give up is accuracy.

MRI

Cooperative

MRI Cooperative sites are located at:

*Beechly Medical Center, Boardman / St. Elizabeth Health Center, Youngstown /
St. Joseph Health Center, Warren*

For scheduling and billing:

*1006 Boardman-Canfield Rd., Suite 3, Youngstown, OH 44512
726-3150 or 1-800-686-9933 / Fax 216-726-3155*

© MRI 378-003-A

OUR DOCTORS ARE



IN...

...for substantial savings on health insurance, through their membership in the Ohio State Medical Association.

The OSMA Insurance Agency is proud to present its latest sponsored product offering...a new health insurance plan which means savings for our membership.

The savings result from a new arrangement OSMA has made with Blue Cross & Blue Shield of Ohio.

Now OSMA members can get special low prices on traditional Blue Cross coverage and also on Super Blue® Plus.

Vision and dental plans are available, too.

Whatever you choose, you'll save on health insurance for yourself, your family and your office staff. And enjoy high benefit levels of protection.

That's why OSMA has chosen Blue Cross & Blue Shield of Ohio to protect our members' health.

Get low, stable rates you can count on, and superior service with quick claims turnaround!

To find out how much you can save, contact the OSMA Insurance Agency today.

1-800-860-4525



OSMA Insurance Agency
P.O. Box 16182
Columbus, Ohio 43216-6182



**BlueCrossBlueShield
of Ohio**

You can trust the best.

MCMS Happenings . . .

Town Hall Forum Held at Youngstown State University

MANAGED CARE: THE SOLUTION OR A NEW CHALLENGE FOR PATIENTS, PURCHASERS AND PROVIDERS?" WAS THE topic of a Town Hall Forum held at YSU's DeBartolo Auditorium in November. The forum was designed as a community

program to address changes in the healthcare delivery system. A panel of seven experts was on hand to discuss their reactions to, and opinions of, various issues dealing with the traditional delivery of medical services and managed care approaches. The audience then had the opportunity to ask questions and participate in the dialogue.



Brendan Minogue, Ph.D.

After a welcome by Leslie Cochran, Ph.D., president of YSU, an introduction was provided by MCMS President Daniel W. Handel, M.D. The moderator was Brendan Minogue, Ph.D., director of YSU's Ethic Center, and closing remarks were presented by David Z. Paull, president of the Lake to River Health Care Coalition.

The panelists for this forum were: Daniel H. Johnson, Jr., M.D., president-elect of the AMA, Chicago, IL; Kevin M. Butler, general director of health care plans,

General Motors Corporation, Detroit, MI; Douglas L. Elden, Esquire, partner in Douglas L. Elden & Associates, Chicago, IL; John B. Laing, Ph.D., vice president of corporate strategy of the Joint Commission on Healthcare Organizations, Chicago, IL; Lawrence W. Melocik, senior executive of The Guilford Group (Workers' Compensation Managed Care Consultant), Baltimore, MD; Joann G. Richards, R.N., Ph.D., policy and research expert of the Agency for Health Care Policy and Research, U.S. Department of Health and Human Services, Rockville, MD; and Charles W. Stellar, president of the American Managed Care & Review Association, Washington, D.C.

The audience, a capacity crowd of 225 people, included local physicians, attorneys, and insurance industry representatives, as well as members of the community.

This Town Hall Forum was sponsored by the Mahoning County Medical Society, the Lake to River Health Care Coalition, and the Ethic Center at Youngstown State University, with the support of St. Elizabeth Health Center, Western Reserve Care System, the Pharmacia and Upjohn Company, and Hoechst Marion Roussel Company.



▲ (L to R) Dr. Daniel Johnson, Kevin Butler and Lawrence Melocik.

A Look Back . . .

Sixty Years Ago
Nov./Dec. 1935

There were 190 active members, eight associate and three honorary. Dues were \$12.00, having been reduced from \$15.00 because of the depression. Times were bad, and money was tight. New members were Earl Young and Charles McReynolds.



Fifty Years Ago
Nov./Dec. 1945

The Youngstown physicians were returning from the service in time for the holidays. Oscar Axelson was home from the European theater, Morris Rosenblum and Bryan Hutt were taking refresher courses. Steve Ondash hurried home and married Sabrina Kozlowski. Andy DeFesco and Gabe DiCicco were home. John Rogers, John E.L. Keyes, Herman Ipp, Walter Tims, Joseph Colla, Fred Coombs, Sam Epstein, Bill Evans, Bert Firestone, Sam Goldberg, S. Goldstein, Ray Hall, A.C. Marinelli, Andy Miglets, Paul McConnell, Bill McElroy, Gordon Nelson, Carl Raupple, Henry Sisek, and M.M. Szucs were all glad to be home. A.K. Phillips was still in the Philippines. A.S. D'Amore was home after three years in a Japanese prison.



Forty Years Ago
Nov./Dec. 1955

More than 500 physicians attended the tenth annual Post-Graduate Day of the 6th Councillor District at the new Packard Music Hall in Warren. Chuck Stertzbach opened an office of ophthalmology at 3610 Market St. Elmer Wenaas announced the association of George B. Pugh for the practice of ophthalmology in the Dollar Bank Building. Art Shorten became a member of the Inter-



national College of Surgeons. New members were Sanford Gaylord, Robert McConnell, Fred D'Amato, Bob Perry and Ben Berg. Most notable event of the year was the nationwide use of the Salk vaccine and the decline of Poliomyelitis.

Thirty Years Ago
Nov./Dec. 1965

Howard Rempes urged all the members to support Esther Hamilton's "Alias Santa Claus Fund". Her show was always the biggest event of the year. New members that month were D.J. Dallis, Ed Kessler, Milton Lenhart, Vincent Lepore. Associate members were Pat Brucoli, Ray Johnson, Juan Ruiz, Jose Solana, Conner White, and non-resident members were Michael Galose and Bill Moskalik. Lost through death were V.G. Herman, A.B. Sherk, Sam Tamarkin and H.H. Teitelbaum. Additional new members were Leonard Green, D.M. Josef, Kenneth Lloyd, John Melnick and Frank Tiberio.



Twenty Years Ago
Nov./Dec. 1975

President Abdu noted that, because of Medicare and



Robert R. Fisher



Robert R. Fisher M.D.

insurance programs, physicians were now charging other physicians and their families for professional service. The ground breaking ceremony for the new Medical School, soon to be known as NEOUCOM, took place on December 17th in Rootstown. Lost through death were Dr. Russell Rummell, Youngstown Hospital's first Medical Director and later Director of Medical Education; and Dr. Stanley Myers, a well-loved ENT specialist. Lots of new members were recorded at the end of 1975. They were: Tom Barrett, Danny Chung, E.R. Constantinidi, Y.V. Ginde, Lloyd Slusher, Gary Bitonte, S.K. Ghandi, Suman Garg, S.H. Habib, Paul Ho, Joungsen Hong, Ivan Lopez, Jeet Mehta, A.Z. Rabinowitz, R.J. Solyn and Panos Zafirides.

Ten Years Ago
Nov./Dec. 1985

The year was grinding to a close with short dark days and a hostile wind. The outgoing officers of the Medical Society were looking back and thinking of what might have been. President Juan Ruiz scolded the members for their lack of attendance and interest in the affairs of the Society, while Editor Ben Hayek chided the members for failing to act as a "singular body" when threatened with government controls. Lost through death were: Walter J. Tims, a proctologist and "Doctor of the Year" in 1980; M. Carl Raupple, a family physician who served as treasurer and later secretary of the Society; Murrill M. Szucs, a surgeon and cardiologist who served on the Youngstown Board of Education from 1953 to 1971; and Milton M. Kendall, a family physician who served 16 years as an Emergency Room Physician at Y.H.A.





DOCTORS MAKE BETTER JUDGES.

At The P-I-E Mutual, doctors rule. They sit on managing boards that consider new applicants. They form committees that review the merits of claims. Who knows better? And who cares more about controlling costs than people who themselves are paying premiums? Which helps explain why we can offer such attractive discounts to loss-free members. And how we've attracted 16,000 doctors, and become one of the largest medical professional liability monoline insurance companies in America.

Call 1-800-228-2335 for information.



THE P-I-E MUTUAL
INSURANCE COMPANY

North Point Tower
1001 Lakeside Avenue
Cleveland, Ohio 44114
1-800-228-2335

Moreman-Yerian
Where insurance works...for you

The Moreman-Yerian Company
9251 Market Street • P.O. Box 3728
Youngstown, Ohio 44513
216-758-4571 • Fax: 216-758-3753

For Your Patient Needs:

Skilled Nursing
I.V. Therapy
Psychiatric Nursing
Rehabilitative Therapy
Home Health Aide

Accreditation
With Commendation



Joint Commission
on Accreditation of Healthcare Organizations



United Way Agency

518 E. INDIANOLA • YOUNGSTOWN

782-5606

Visiting Nurse
association



Area's Only
24 Hour
Drive-Thru Prescription Service

3307 Canfield Road • Youngstown, OH 44511
(216) 797-1515

OTHER DRIVE-THRU LOCATIONS OPENED 9:00 A.M. TO 6:00 P.M.

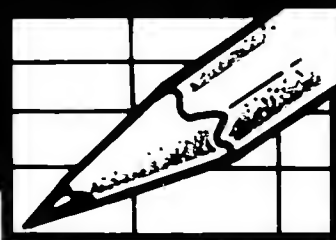
7136 Brookwood Drive
Brookfield, OH 44403
(216) 448-4100

3695 Boardman-Canfield Road
Canfield, OH 44406
(216) 533-7258

4300 Belmont Avenue
Youngstown, OH 44505
(216) 759-3200

**Tax Preparation
Financial Planning**

**Accounting & Auditing
Payroll Services**



Steve T. Shelton, C.P.A., Inc.

540 Parmalee Ave., Suite 420
Youngstown, Ohio 44510

216-747-6575

CERTIFIED PUBLIC ACCOUNTANT

DM Medical Billing/Plus

offers a full range of services designed to
target your specific billing needs and
increase your bottom line.

NOW IS THE TIME TO SEND YOUR CLAIMS ELECTRONICALLY, SINCE
MEDICARE HAS BEGUN ITS ALL OUT CAMPAIGN TO ENCOURAGE ALL
PROVIDERS TO UTILIZE ELECTRONIC MEDIA CLAIMS SUBMISSIONS.

- Features personal attention from an experienced staff during your business hours.
- Electronic claims submissions.
- Reimbursements to the physician.
- Sends monthly accounts receivable statements and month end reports for your convenience.
- Reduces office overhead by taking care of the cost of your postage, mailing, follow-up calls on all billing and claims.

Boca Building

860 B Canfield Road, Suite 105 — Youngstown, Ohio 44512
800/292-3008 or 216/629-8880
Fax: 216/629-9181

Sell Your Benefits Package With Total Pay Statements

If you provide generous pay and benefits to your staff, it makes sense to tell them how much they actually received and what it cost you, says Gary W. Thompson of Rocky Mountain Professional Consultants. At the time you normally distribute W-2 forms in January, he suggests attaching a page itemizing the compensation-related expenses for each worker's benefit.

Called a "Total Pay Statement," Thompson explains that it helps "sell" your benefits by showing staff that you spend a lot more for them than what shows in their paychecks. Here's a sample:

We want you to know the total of all pay and benefits our office provided for you during 1995.

They are: Salary\$27,483.50
Christmas Bonus200.00
Social Security2,102.49
Unemployment906.96
Health Insurance5,138.00
Group Life and Disability Insurance ..354.50
Pension Plan2,473.51
Profit Sharing Plan3,394.21
Total Paid For You\$42,053.17



DeBald and Company, Inc.

OFFICE SUPPLIES

1300 Wick Avenue
P.O. Box 6085
Youngstown, Ohio 44501

746-0597

FAX No. 746-4114

Delinquent Account Collection

MILLSTONE & KANNENSOHN

Attorneys-at-Law

OVER 25 YEARS EXPERIENCE IN FULL SERVICE MEDICAL COLLECTIONS

130 E. Boardman Street • Youngstown, Ohio 44503 • (216) 743-51-81

Advertising List

Advanced Radiology.....	2, 21	Mutual Assurance	19
Conva-Med	28	Nordic Aviation	22
DeBald & Co., Inc.....	30	O.P.T.I.O.N. Care	31
DM Medical Billing/Plus	29	OSMA Insurance	24
Gluck Agency	13	Outpatient Therapy	7
Mahoning Bank	15	Shelton, C.P.A.....	29
Medical Billing	9	Southwoods X-ray	14
Medical-Dental Bureau	BC	Spath & Zimmermann	15
Midwest Prosthetic Orthotic Center	9	Stillson & Donahay	11
Millstone & Kannensohn	30	Visiting Nurses	28
Moreman-Yerian	27	Youngstown Associates in Radiology	17
MRI Cooperative	23		

option care

Infusion Services

• QUALITY • SERVICE • EXPERIENCE

**The Name You Know,
The People You Trust.**

- Total Parenteral Therapy • Dobutamine Therapy
- Total Enteral Therapy • Hydration Therapy
- Pain Management • Immunoglobulin Therapy
- Antibiotic Therapy • HIV/AIDS Therapy
- Chemotherapy • PICC Line Insertion



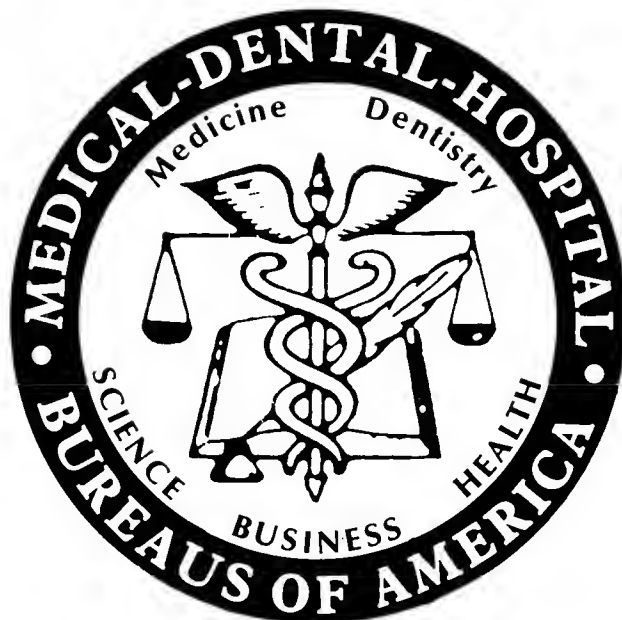
**JCAHO ACCREDITED
WITH COMMENDATION**

AVAILABLE 24 HOURS A DAY

We Accept New Patients on Weekends and Holidays

397 Churchill-Hubbard Rd., Youngstown, OH 44505

216-759-1332 • 800-733-3762 • FAX 216-759-1104



The Medical-Dental Bureau provides the Physician and Dental community with much needed office services. Since we understand your needs, we provide the best dollar value in the tri-county area.

Services provided:

Telephone Answering

- Targeted to the needs of the Medical community.
- Numerous line services available for your particular needs.

Collections:

- Collect past due accounts.
- Individual attention to each account so as to maximize dollars collected.
- Fee based on collection.

For complete details please telephone your

Medical-Dental Bureau, Inc.

901 Home Savings & Loan Bldg.
275 Federal Plaza West
Youngstown, Ohio 44503

(216) 744-4040

Judy Bloomberg, Manager